



# Barry Andrews Homes



The people working at Barry Andrews Homes pride themselves on being one of the leaders in their local energy-efficient building market. "We feel it's important to promote ourselves as an energy-efficient builder and to align ourselves with the ENERGY STAR brand campaign," said Fred Brandt, marketing manager for Barry Andrews Homes.

Barry Andrews Homes ensures that the public recognizes their Hickory Overlook homes as ENERGY STAR Labeled Homes by extensively featuring the ENERGY STAR logo. Outside, displays such as a full-size flag and a large customized banner draw attention to the homes. Once inside the model home, potential buyers can't miss the strategically placed foam core signs proudly displaying the ENERGY STAR logo and the customized ENERGY STAR plaques. "We want to stay ahead of the market and ENERGY STAR is a terrific vehicle to help us," Mr. Brandt stated.

The Hickory Overlook sales staff educate visitors about the value and benefits of an ENERGY STAR Labeled Home and the ENERGY STAR message is integrated into their marketing effort. The growing awareness about the value of ENERGY STAR among homebuyers allows Barry Andrews Homes to be well positioned to increase their market share in Maryland.



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—Fred Brandt